Insightful Questions

- **What specific factors contribute to the churn rates observed, and how can targeted interventions during months help reduce churn?**

- **Which country has the highest number of retained customers, and what regional strategies can be replicated across locations to boost retention?**

- **What are the key differences in service levels or satisfaction between credit cardholders and non-credit cardholders and do they impact customer turnover?**

- **What engagement strategies can be developed to reactivate inactive customers?**

- **How can the bank better support customers with lower credit scores to reduce their higher likelihood of exiting?**

- **Which age group shows the highest turnover rates, and what targeted strategies can be implemented to better serve this segment?**

- **What external or internal factors are likely to contribute to the significant increase in customer turnover, and how can this trend be mitigated in the coming years?**

- **How can customer satisfaction and retention efforts be tailored , and which have higher turnover rates male or female?**

- **What proactive strategies can be implemented to reduce attrition among customers ?**

- **How can the bank ensure a more balanced and engaged customer base across all age groups?**